

DAIRY MART STORES

DEFENSE PROGRAM

1. S/R and R/R identify "heavy up" partner accounts around Dairy Marts utilizing local indicator "D. M. Defense" by 8/11/97.
 - Allocation of VAP will be shifted from Dairy Mart to "heavy up" partner stores by each ROU.
2. Direct mail post card to be sent to franchise and competitive smokers' homes stating most current VAP promotion is available at surrounding chains and "other fine stores."
 - Pittsburgh RBM sends K. Wadia list of all Dairy Mart stores to determine number of households, cost, timing, etc.
 - VAP promotion will be "heavy up" in chains and independents based on locator list.
3. Frequency of calls on "heavy up" partner stores should be increased whenever possible. Frequency of Dairy Mart stores will remain monthly as long as they continue to accept temporary displays through corporate authorization.
4. Along with VAP, display, discount and advertising should be increased for RJR in heavy up partner stores.
 - System III displays picked up from Dairy Mart stores should be placed in surrounding stores.
 - Utilize temporary payment if needed to maintain additional displays.
 - Always match PM's discount on Marlboro and Basic in Dairy Mart with same discount in partner stores.

Marlboro Programs in Dairy Mart

\$2.00 off July 20 through September 20.

\$1.00 off October and November.

\$2.00 off December.

Marlboro B4G1F will also receive .20 off benefit.

All F/P brands 3-pack price will be a savings of .30 off per pack.

- Increase PV % in partner stores and place appropriate advertising to alert RJR customers.
 - Utilize "enhancement to contract" or temporary payments to sell package to partner stores., i.e., display and advertising placement ongoing.
5. We will only support the "Smokin Deals" stores if we come to an agreement with Dairy Mart on RJR's requirements for a CTS contract as appropriate. We will advise as soon as this is resolved.

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